



Sales		Retail	
1221	_____	1222	25 RM
1222	_____	1223	_____
1223	_____	1224	_____
1224	_____	1225	_____
1225	_____	1226	26, 27 RM
1226	_____	1229	PO MO
1229	_____	1240	_____
1240	_____	1244	RSM RBM

Audrey Evanchik #1240
Account Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076
VMail # 77275

February 5, 1996

To All Retail Representatives

Subject: Vitale Foodtown Display Installation (3192-00-00)

Ladies and Gentlemen,

As Per our new L2E self service pack contract agreement with Vitale Foodtown we will be adding a **Self Service Full Price Display** to the following stores:

TERMINAL #	SIG #	STORE #	TOWN
1226-27	051916	408	Saddle Brook
1226-27	274310	410	Hoboken 614
1226-27	773054	413	Hoboken 809
1226-27	642825	414	Union City 710
1226-27	399934	415	Kearny
1226-27	877097	Liquor	Union City 714
1226-27	399372	444	Washington
1226-27	698997	Liquor	Washington
1226-27	399403	446	River Edge
1226-27	399403	447	Dumont
1226-26	082882	448	Midland Pk
1222-25	399375	412	Old Tappan

As information, all stores should have one Full Price and one Savings display already in place(as seen on the attached planogram). If these displays are not set up please set them

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up also. All stores should have a total of three separate displays when complete. (Two Full Price and one Savings display).

All stores have been authorized for a package displays by Vitale Supervisor Rich Plishka. There is an attached letter of authorization from Rich which is to be shown to every store manager upon entering the store. Please make sure you work with the Store Manager when setting up these displays.

If you have any questions please call me 908-225-4774 or Voice Mail me (77275).

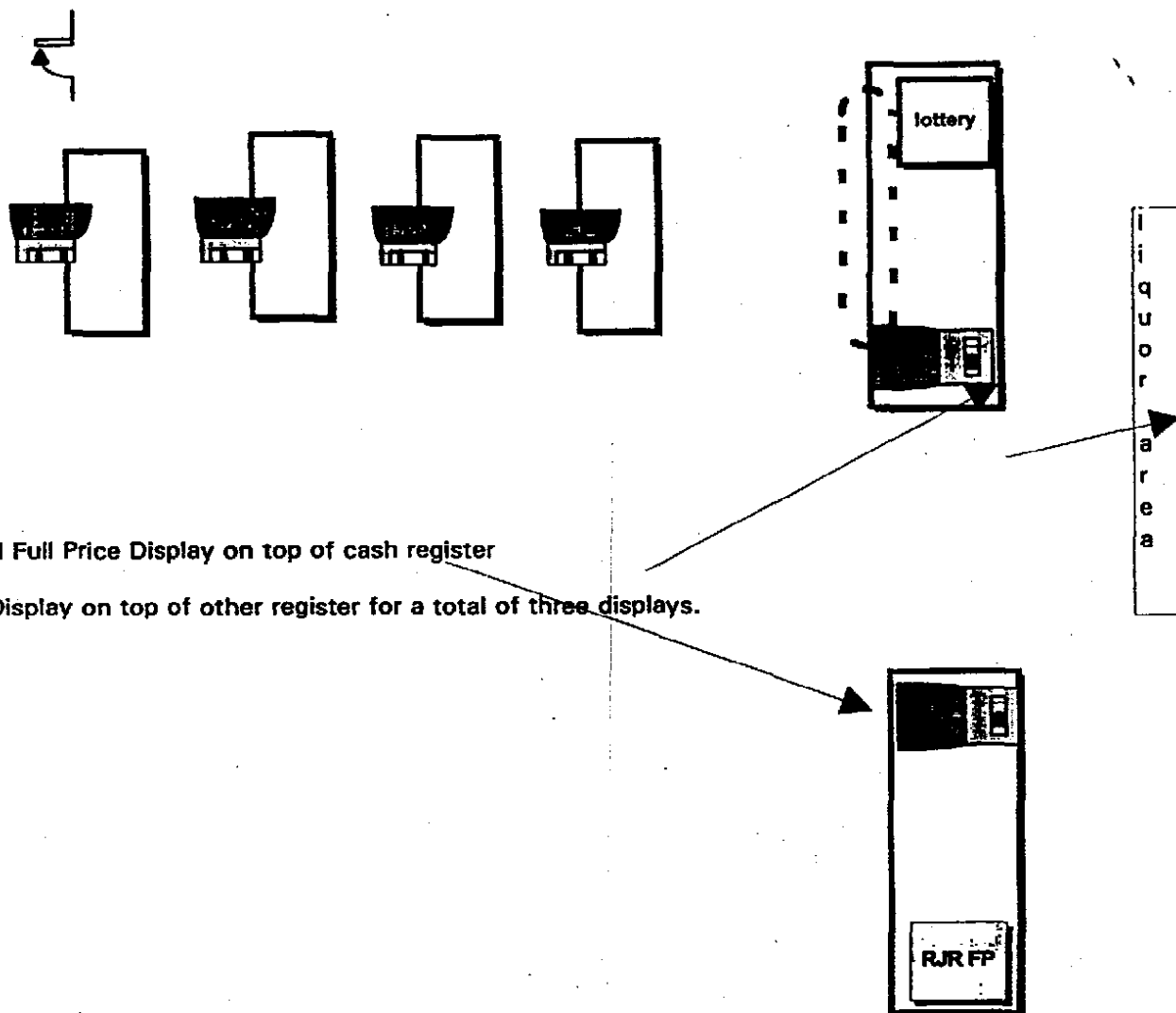
Thanking you in advance for your cooperation,

Audrey Evanchik

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Vitale Foodtown SADDLEBROOK



Second Full Price Display on top of cash register

Doral Display on top of other register for a total of three displays.

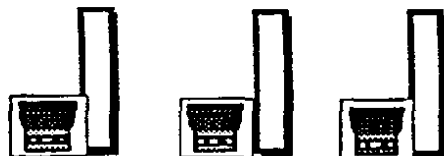
51850 5585

RJR
REYNOLDS & REYNOLDS
Tobacco Company

NSS Cartons

Courtesy

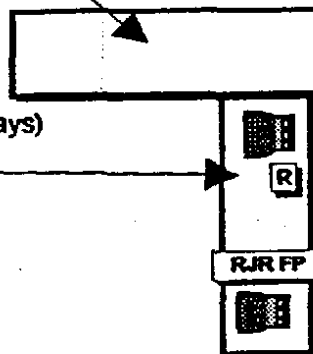
614
Vitale Hoboken Clinton Street



Put Savings Display behind Wise rack on counter (it would have to be tall)
or put CD on top of Nestle/Goke cooler

Wise Rack

Put 2nd FPD next to register with MAC key pad (using 54 pack trays)



Liquor Area

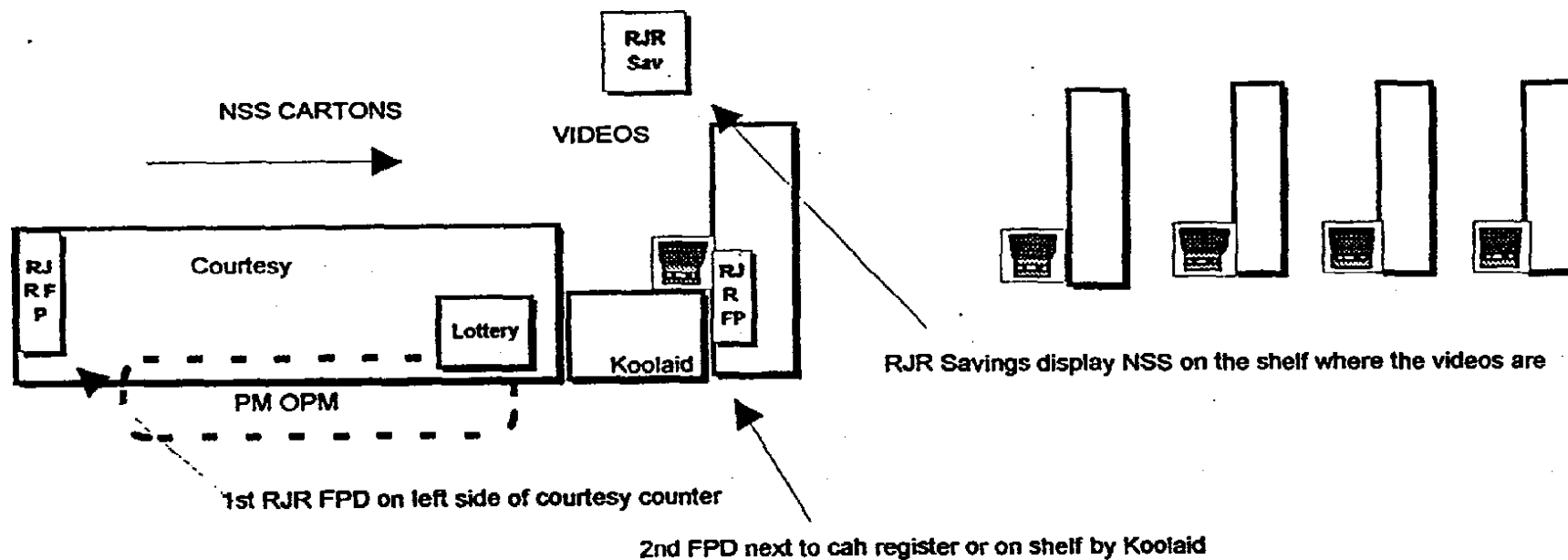
(Curtis)
9/1/75

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RJR

609

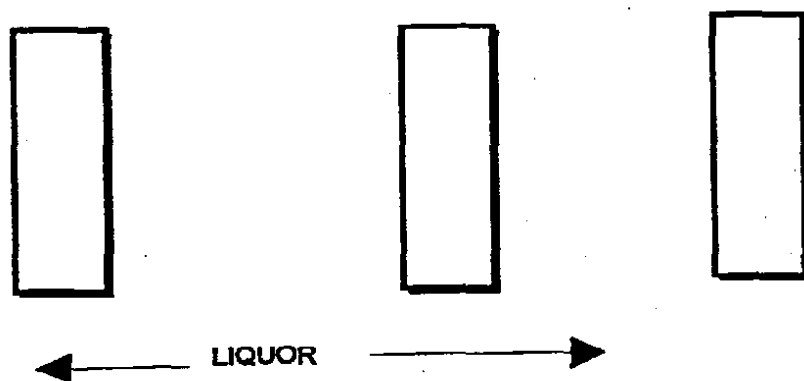
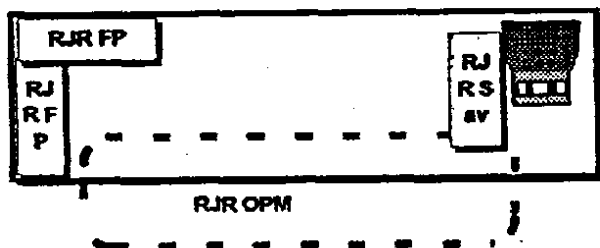
Vitale Foodtown Clinton Street



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RJ Reynolds
Tobacco Company

Vitale Liquor 710 Summit
Union City



(Signature)

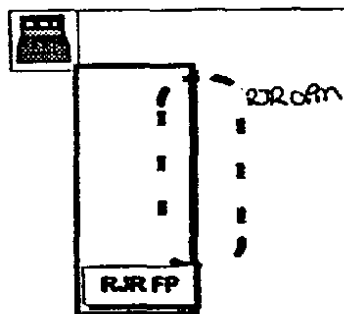
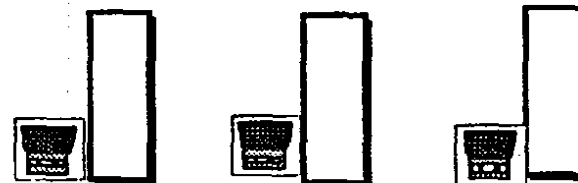
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RJ Reynolds
Tobacco Company

NSS CARTONS

Vitale Foodtown Kearny

Courtesy



Liquor store



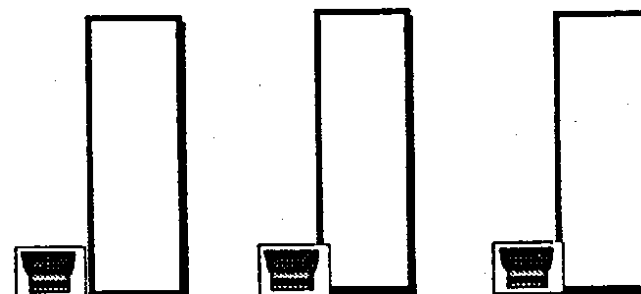
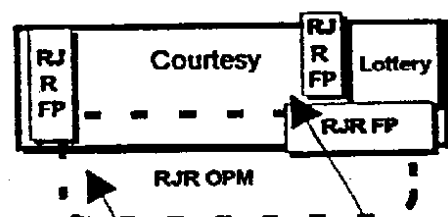
Add 2nd FPD sideways next to register.

AK/H

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RJR Reynolds
Tobacco Company

714
Vitale Foodtown Summit Ave
Union City



Put 1 fpd next to the existing NSS Doral display

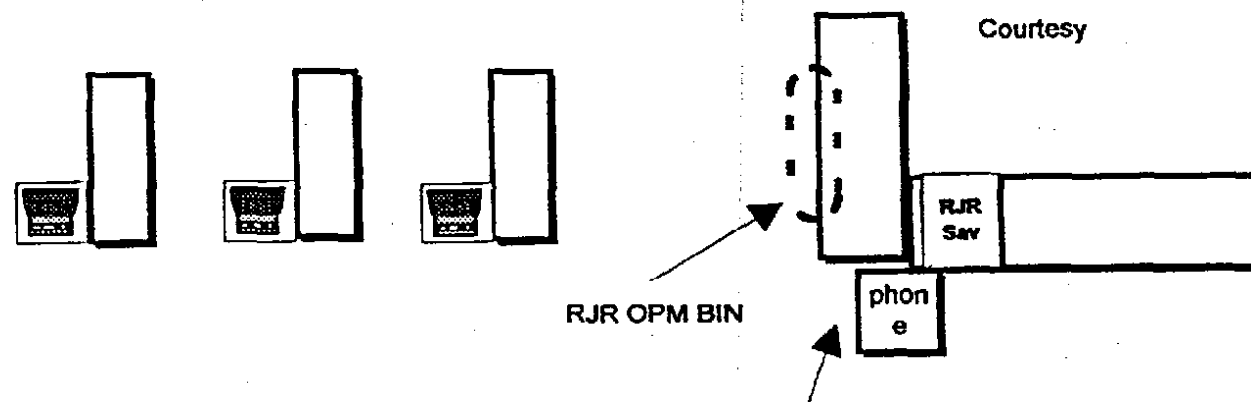
Put 2nd FPD to the left of the lottery machine

SA (P) 1/1/95

0655 05815

RJR
REYNOLDS & COMPANY

Vitale Foodtown Washington town.



2nd FPD could go under overhead bin or we
could put a floor stand next to the phone card machine.

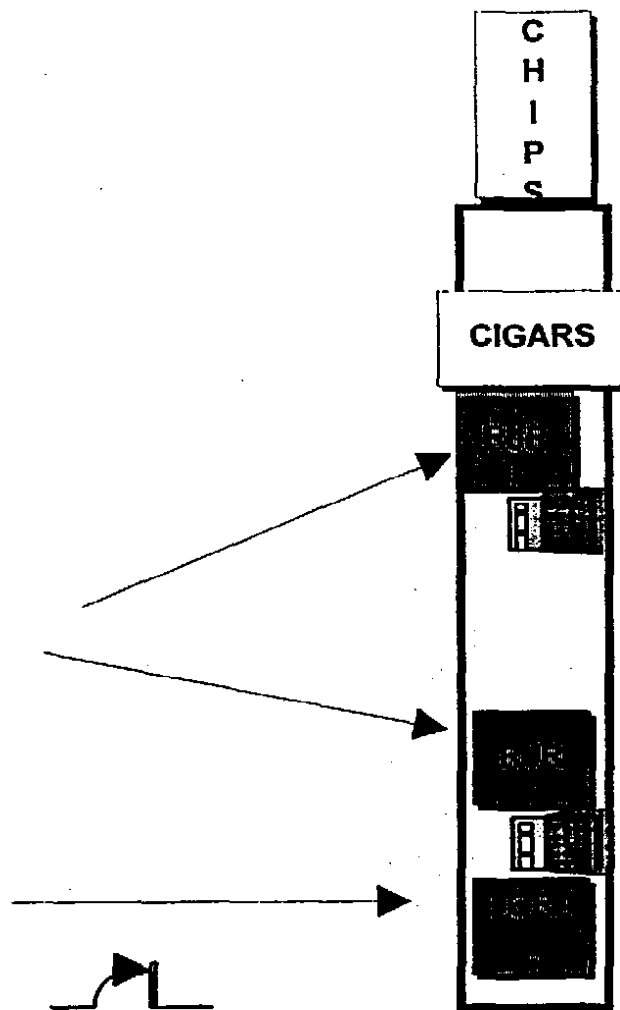
3rd choice next to the existing doral display.

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VITALE LIQUOR WASHINGTON

ADD 2 SELF SERVICE FULL PRICE DISPLAYS.

ADD 1 SELF SERVICE SAVINGS DISPLAY



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LIQUOR AREA

VITALE FOODTOWN RIVEREDGE (Liquor store)

1 self service full price display at end of counter.
2nd SS full price display between cash registers.
Doral display NSS behind counter on shelves by liquor.

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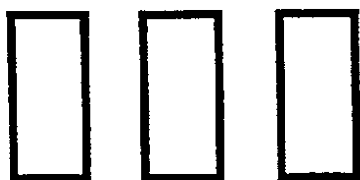
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ENTRANCE FROM SUPMKT.

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VITALE FOODTOWN DUMONT



CHECKOUTS

Full **Kool**
NSS CARTONS
NSS PACKS
NSS CARTONS
NSS PACKS



- 1) Add 1 Full price display in front of cash register
- 2) Remove 2nd FPD from NSS and place it in front of lottery machine.
- 3) Leave Doral display Non Self Service on backbar.

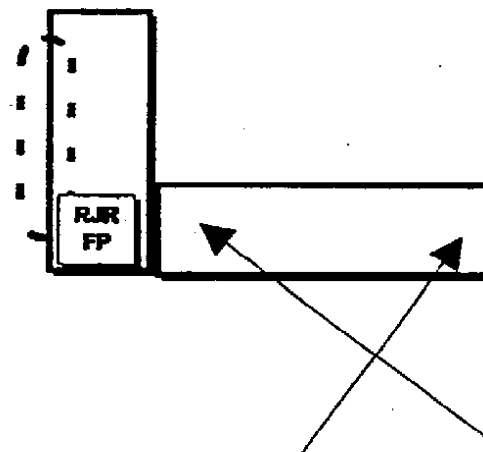
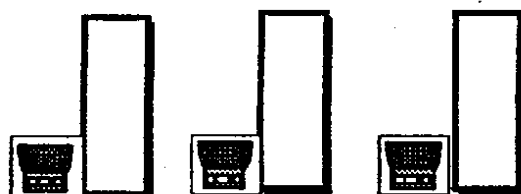
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RJR

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Vitale Foodtown Midland park

NSS CARTONS

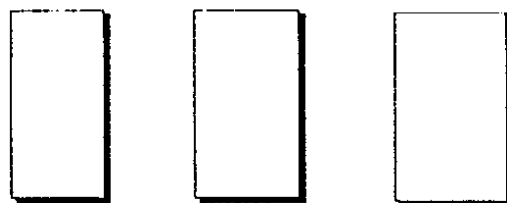


This side with the two tier counter has room for a SS FPD AND SD.

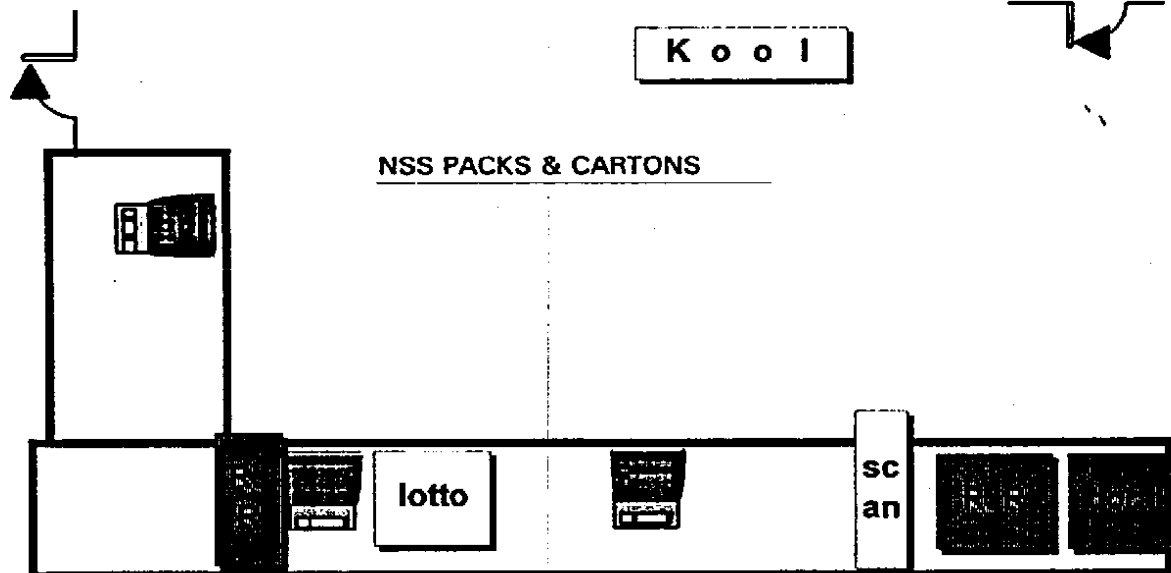
(DW 9/1/95)



VITALE OLD TAPPAN



CHECKOUTS



If Doral display will not fit SS you can put it behind the counter NSS.

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